

Message Text

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ACTION EA-10

INFO OCT-01 ISO-00 CU-04 EB-07 COME-00 USIA-15 /037 W

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R 170518Z JUN 75

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 5969

INFO AMCONSUL MELBOURNE

AMCONSUL BRISBANE

AMCONSUL PERTH

AMCONSUL SYDNEY

AMEMBASSY TOKYO

UNCLAS CANBERRA 3911

TOKYO PASS USTS.

EO 11652: NA.

TAGS: BEXP, SCUL, AS

SUBJECT: U.S. PARTICIPATION IN ROYAL EASTER SHOW - SYDNEY -
APRIL 1976.

1. BEGIN SUMMARY: USG HAS BEEN INVITED TO PARTICIPATE IN
ROYAL EASTER SHOW, APRIL 9-20, 1976 COINCIDENT WITH OTHER
AUSTRALIAN COMMEMORATION OF BICENTENNIAL. MISSION RECOMMENDS
USG CONSIDER POSSIBILITY SUCH PARTICIPATION, INCLUDING USE OF
USTS "VISIT USA" PORTABLE DOME FOR MAJOR TOURIST PROMOTION
EVENT. CONSUL GENERAL SYDNEY HAS PROMISED TO OBTAIN EARLY
U.S. RESPONSE. END SUMMARY.

2. THE DIRECTOR OF THE NEW SOUTH WALES ROYAL AGRICULTURAL
SOCIETY (RAS) HAS INVITED THE U.S. TO CONSIDER PARTICIPATION
IN THE APRIL 1976 ROYAL EASTER SHOW IN SYDNEY. THE EASTER
SHOW IS THE LARGEST SINGLE EVENT IN THE AUSTRALIAN CALENDAR
AND IT IS ANNUALLY ATTENDED BY OVER A MILLION PEOPLE,
80 PCT. FROM SYDNEY METROPOLITAN AREA. THE EASTER SHOW,
WHICH OCCURS APRIL 9 TO 20 NEXT YEAR, INCLUDES AGRICULTURAL,
INDUSTRIAL, CULTURAL AND CARNIVAL ELEMENTS PLUS A LARGE
DAILY PROGRAM OF EVENTS IN THE HORDERN RING. IF THE U.S.
WERE ABLE AND WILLING TO PROVIDE THE NECESSARY BUDGETARY
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AND OTHER SUPPORT, THERE COULD BE NO RPT NO BETTER

OPPORTUNITY TO ADVERTISE THE U.S., ITS PEOPLE, ITS WARES,
ITS ACHIEVEMENTS, ITS HISTORY AND ITS ATTRACTIVENESS TO
TOURISTS.

3. THE EASTER SHOW DIRECTORS ACKNOWLEDGE THAT THE TIME IS LATE AND THAT FOR PLANNING PURPOSES THEY WOULD NEED TO HAVE OUR ANSWER NO LATER THAN THE SECOND WEEK OF JULY. THE APPARENT REASON FOR THE LATENESS OF THE INVITATION IS THAT THE DIRECTORS ONLY LATELY BECAME AWARE OF THE SCOPE OF BICENTENNIAL EVENTS BEING PLANNED BY THE AUSTRALIAN-AMERICAN ASSOCIATION WITH THE SUPPORT OF THE GOVERNMENTS OF AUSTRALIA AND NEW SOUTH WALES. IN A MEETING WITH THE DIRECTOR AND HIS STAFF, THEY LAID OUT THEIR PLANS AND PROPOSALS TO CONSUL GENERAL HANNAH AND HIS STAFF WHO PROMISED TO OBTAIN ON EARLY U.S. DECISION.

4. THE SOCIETY HAS SUGGESTED THAT THE U.S. MIGHT PUT ON A TRADE EXHIBITION, A CULTURAL/ENTERTAINMENT ACTIVITY AND/OR A TYPICAL AMERICAN EVENT PERFORMED IN THE RING. THERE WAS DISCUSSION OF A NASA EXHIBIT, A RODEO AND DISNEY-ON-PARADE, AS WELL AS THE "VISIT USA" PORTABLE DOME WHICH BELONGS TO THE U.S. TRAVEL SERVICE. DEPENDING ON SCOPE AND TYPE OF U.S. PARTICIPATION, RAS WOULD MAKE AVAILABLE COVERED EXHIBITION SPACE RANGING FROM ONE TWO-STORY BUILDING WITH 35,000 SQUARE FEET AT DOLS US 64,000 FOR ELEVEN DAYS, TO ANOTHER BUILDING HALF THAT SIZE FOR DOLS US 27,000, A THIRD ONE OF 7,000 SQUARE FEET AT DOLS US 20,000 DOWN TO OPEN SPACE OF 16,000 SQUARE FEET FOR DOLS US 11,000. ALL OF THIS SPACE, EXCEPT THE OPEN PLOT, WOULD REQUIRE CONSIDERABLE INTERIOR REFURBISHING AND DECORATION TO BE MADE SUITABLE.

5. WE BELIEVE THE OPPORTUNITY TO REPRESENT THE U.S. AT THIS LARGEST AND MOST PRESTIGIOUS OF AUSTRALIAN FUNCTIONS DURING THE U.S. BICENTENNIAL YEAR SHOULD BE SERIOUSLY CONSIDERED. WE PROPOSE THAT URGENT CONSIDERATION BE GIVEN IN WASHINGTON TO WHAT FORM OF PARTICIPATION WOULD BE POSSIBLE. WE SHOULD BE SPECIALLY PLEASED IF IT PROVED FEASIBLE TO SCHEDULE THE "VISIT USA" PORTABLE DOME FOR THE SHOWGROUND. THIS DOME WAS USED IN A DISTANT WESTERN SUBURB OF SYDNEY IN THE PERIOD NOVEMBER 1972 - JANUARY 1973 AND WE ARE CONFIDENT UNCLASSIFIED

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THERE IS GREAT UNSATISFIED DEMAND TO SEE IT. THE RAS DIRECTORS WOULD WELCOME THIS IDEA, WHICH COULD BE CARRIED OUT IN OPEN SPACE WHICH COULD BE MADE AVAILABLE FOR DOLS US 11,000.

6. WE RECOGNIZE THAT THERE ARE SUBSTANTIAL TRANSPORTATION AND INSTALLATION AS WELL AS OPERATING COSTS FOR THE USTS DOME, WHICH MIGHT NOT BE JUSTIFIED FOR THE TEN-DAY PERIOD

OF THE SHOW ITSELF. AGAINST THIS POSSIBILITY, WE BELIEVE THAT IF THE DOME COULD BE MADE AVAILABLE DURING THE PERIOD REQUIRED, WE COULD ARRANGE FOR ITS USE IN MELBOURNE FOR THE MOOMBA CARNIVAL FEBRUARY 27 - MARCH 8 AS WELL AS AT THE SYDNEY SHOW APRIL 9-20, AND IN ADDITION THAT THE DOME COULD BE KEPT IN OPERATION AT EACH LOCATION FOR A SUBSTANTIALLY LONGER PERIOD THAN THE SHOW ITSELF. CONCEIVABLY ARRANGEMENTS MIGHT BE MADE TO HAVE THE DOME OPERATE THROUGHOUT THE MONTH OF FEBRUARY IN MELBOURNE AND FOR THE BALANCE OF THE MONTH OF APRIL IN SYDNEY.

7. AT THE SAME TIME WE RECOGNIZE THAT EVEN IF THE DOME IS AVAILABLE DURING THESE PERIODS, THE FINANCIAL RESOURCES REQUIRED FOR SUCH AN EFFORT MAY WELL BE BEYOND USTS BUDGETARY MEANS, NOTWITHSTANDING THE VERY LARGE TOURIST POTENTIAL WHICH SUCH AN EXHIBIT WOULD TAP IN AUSTRALIA. IN THAT EVENT WE REQUEST THAT WASHINGTON PROMPTLY CONSIDER WHETHER THERE ARE ANY ALTERNATIVE WAYS IN WHICH THE U.S. CAN PARTICIPATE. OUR PROPOSAL FOR PARTICIPATION IS NOT BASED SOLELY ON THE PROMOTION OF TRAVEL, BUT ON THE IMPORTANCE OF SOME KIND OF SPECIAL U.S. REPRESENTATION. THIS MAJOR PUBLIC EVENT SIGNIFICANTLY COINCIDES PRECISELY WITH THE PERIOD SET ASIDE BY THE AUSTRALIAN GOVERNMENT AND AAA TO COMMEMORATE OUR BICENTENNIAL. THERE WILL BE OTHER EVENTS DURING THE PERIOD OF COMMEMORATION INCLUDING HISTORICAL PRESENTATIONS, BOOK PUBLICATIONS, DRAMATIC PRESENTATIONS AND SPORTING EVENTS. IT IS PARTLY FOR THIS REASON THAT WE DO NOT BELIEVE IT NECESSARY TO TRY AT THIS LATE DATE TO MEET THE SOCIETY'S PROPOSAL FOR A MAJOR GUEST NATION PARTICIPATION. NEVERTHELESS, THERE WILL BE NOT BETTER PUBLIC EXPOSURE DURING THE PERIOD THAN THIS EVENT, AND IT WOULD BE REGRETTABLE ENTIRELY TO REJECT THE INVITATION. MAJOR EFFORTS AND FUNDS ARE BEING COMMITTED BY THE

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AUSTRALIAN AND NEW SOUTH WALES GOVERNMENTS, THE AUSTRALIAN-AMERICAN ASSOCIATION, AMCHAM, AND THE AMERICAN SOCIETY. THE U.S. GOVERNMENT SHOULD BE VISIBLY REPRESENTED IN A COMMENSURATE WAY IN THIS EXTRAORDINARY COMMEMORATIVE PROGRAM.
GREEN

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Message Attributes

Automatic Decaptoning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TOURISM PROMOTION, CULTURAL PRESENTATIONS, REPRESENTATION AT CEREMONIES
Control Number: n/a
Copy: SINGLE
Draft Date: 17 JUN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975CANBER03911
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750210-0506
From: CANBERRA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750640/aaaabjug.tel
Line Count: 160
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: greeneet
Review Comment: n/a
Review Content Flags:
Review Date: 27 NOV 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 NOV 2002 by PhilliR0>; APPROVED <17 FEB 2004 by greeneet>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: U.S. PARTICIPATION IN ROYAL EASTER SHOW - SYDNEY - APRIL 1976.
TAGS: BEXP, SCUL, AS, US
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006